

Agenda
Scottsdale Tourism Development Commission
City of Scottsdale
Pinnacle Conference Room
7575 East Main Street, Scottsdale, Arizona
9:00 a.m. Tuesday, March 16, 2004

1. **Call to Order**
2. **Roll Call**

Margaret Dunn, Member
Jerry Gleason, Member
Tom Morrow, Chairman

Sally Shaffer, Member
Ned Sickle, Member
3. **Elect Vice-Chairman**
Kathy Carlisle O'Connor, Tourism Development Manager
Commission action by motion is requested.
4. **Approval of Minutes**
The Commission will be asked to review the minutes from the February 17, 2004 meeting.
Commission action by motion is requested. (Attachment 1)
5. **Bed-Tax Collection & Financial Reports**
Kathy Carlisle O'Connor, Tourism Development Manager and Craig Clifford, Chief Financial Officer.
No Commission action required. (Attachment 2A and 2B)
6. **SCOTTSDALE CONVENTION & VISITOR'S BUREAU UPDATE**
Rachel Sacco, President & CEO
No Commission action required.
7. **Event Funding Program Revisions**
Kathy Carlisle O'Connor, Tourism Development Manager
Review action steps and timetable for finalization of the program.
Study/Action item
8. **Scottsdale Convention & Visitor's Bureau Destination Marketing Scope of Work**
Final review and approval of FY04-05 destination marketing program RFP.
Kathy Carlisle O'Connor, Tourism Development Manager
Commission action by motion is requested. (Attachment 3)
9. **2004 Visitor Inquiry Study**
Continued from January TDC discussion of the purpose and objectives of the Visitor Inquiry Study, review of 2003 study and approval of funding for 2004 study.
Kathy Carlisle O'Connor, Tourism Development Manager
Commission action by motion is requested. (Attachment 4)
10. **ADMINISTRATOR'S REPORT**
Kathy O'Connor, Tourism Development Manager
Information item. No Commission action required. (Attachment 5)
11. **UPCOMING EVENTS AND COMMISSION BUSINESS**
The next regularly scheduled meeting will take place, Tuesday, April 20, 2004
12. **PUBLIC COMMENTS**
13. **ADJOURNMENT**